

ABSTRACT

This research was conducted at Annajah Hydroponic Farm, Langkat Regency. There is a phenomenon at Annajah Hydroponic Farm, namely the fluctuation or ups and downs in demand for hydroponic vegetables, resulting in unstable demand. The aim of this research is to analyze the influence of marketing mix on the demand for hydroponic vegetables at Annajah Hydroponic Farm in Langkat Regency. The method used is the multiple linear regression method using the SPSS 27 application. The results of the multiple linear regression equation from research are $Y = 15.603 + 0.175X_1 - 0.379X_2 + 0.237X_3 + 0.392X_4$. The coefficient of determination (R^2) is 0.764 or equal to 76.4%. The influence of product, price, promotion and location can explain 76.4% of the demand for hydroponic vegetables, the remaining 23.6% is influenced by other variables outside the model that are not considered in this research. Simultaneous and partial results of F-test and T-test as well as product, price, promotion and location variables have a significant impact on the demand for hydroponic vegetables at Annajah Hydroponic Farm.

Keywords: demand, marketing mix, hydroponics, price, product